

FIND IT ONLINE

Challenge

Indianapolis needed an effective way to maintain and disseminate information about commercial and industrial properties that are available for sale or lease.

Action

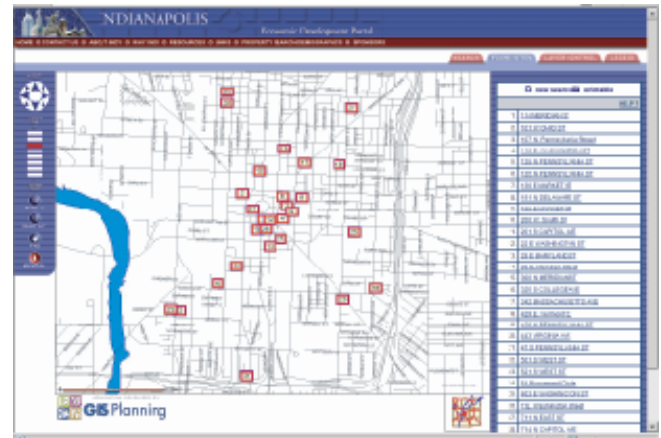
The City developed an online guide <http://imaps.indygov.org/ed> to economic development opportunities in Indianapolis. The site features a webmap-based property search tool to locate commercial and industrial properties for sale or lease, online resource guides, economic development links, demographic data, and information about local amenities.

The online map displays color aerial orthophotography overlaid with parcel boundaries. Each property has a photo and details about square footage, lease or purchase information, and broker contacts. The map also shows Community Development Corporation boundaries, enterprise zones and revitalization districts. One especially creative component is the ability to display all other businesses in the area.

There is a huge amount of information available on the site. Visitors can view tax rates, housing and employment statistics, and learn about the city's cultural districts. The site also creates a demographic report (population, age, race, employment, housing stock, etc.) for a user-defined buffer around any specific site of interest.

Results

The Indianapolis Economic Development Portal is a state-of-the-art tool to attract business, bring buyers and sellers together, and inform everyone about the many amenities of Indianapolis. It gives Indianapolis a competitive advantage, bringing new business to the city.



Map of available commercial properties



A specific property (left), with details (right)



Map of all other businesses near a defined property